

CBS STRATEGY



COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN



/ OUR MISSION /

We are curious, critical and innovative in our approach to major opportunities and dilemmas facing business and society

We are committed to disciplinary and interdisciplinary excellence in our research and educational programmes

We leverage our Nordic heritage to take responsibility for societal challenges – in collaboration with business, governments and civil society

/ OUR VISION /

We transform society with business





/ NARRATIVE /

Curiosity fuels innovation and positive change. But the change often poses major challenges and dilemmas for individuals, organisations and society. As the business sector assumes increasing responsibility for addressing these challenges, companies and organisations seek to mobilise curiosity and innovation for the benefit of the planet as a whole. As a partner in these efforts, CBS transforms society with business.

CBS is a globally recognised business school with a broad focus and deep roots in the Nordic socio-economic model. Our faculty has earned a reputation for high-quality disciplinary and interdisciplinary research and education. This unique global profile carries the obligation to address critical challenges in our research and to develop the transformational capabilities of students, graduates and business leaders via our educational activities and opportunities for lifelong learning.

Complex challenges call for joint action. CBS maintains close relationships with other universities, government actors, civil society stakeholders and especially the business community. Together with these partners, CBS must leverage the Nordic tradition of responsibility to better define the challenges facing our world and to generate transformative solutions for a better future.

CBS must continue to transform itself, to become even more curious and ambitious, and to take on more responsibility and risk. Therefore we must continue to cultivate the diversity and resilience of our student, faculty and staff communities and to provide opportunities for self-reflection and self-transformation.

Only by striving to improve ourselves can we contribute to transformative change in society as well.

/ EXECUTION /

PRIORITIES

Our Nordic heritage makes us stand out from other business schools: It is our duty to overcome an isolated analysis of business and instead create leaders who transcend organisations, individuals and society as much as current challenges transcend them. This is reflected in our priorities.

At the core where society, individuals and organisations meet is where the connections between the three areas are strengthened and become the conditions for many of our subsequent priorities.

INDIVIDUALS

SOCIETY

ORGANISATIONS



CORE PRIORITIES

Strengthen both fundamental business knowledge and transformational capabilities in the educational portfolio

Attract, develop and retain a diversity of highly talented staff and internationally leading scholars

Explore big questions and venture into transformative, interdisciplinary and collaborative projects based on excellence in our research

Prioritise the design and delivery of research-based and transformative teaching

Attract, develop and retain a diversity of highly talented students and transform them into lifelong learners

CONNECTING PRIORITIES



Increase four transformative elements for students in all programmes (replacing courses where needed):

- learning abroad,
- starting a business,
- volunteering in a social organisation,
- taking part in a research project

Increase links to other academic disciplines outside of CBS when reviewing our curricula

Develop PhD education towards producing graduates with transformational capabilities grounded in research excellence

Develop structured assessment of societal impact

Focus on external funding sources that help us achieve research excellence and transformational impact



AREA PRIORITIES

Create opportunities for transformation of the self through both self-reflection and engagement in a diverse and dynamic learning community

Diversify campus life to increase the inclusiveness of the CBS community and the level of well-being

Redesign the inclusion of practice, e.g. by redeveloping our part-time faculty portfolio as well as our corporate and external partnerships

Review the admissions system relative to the transformative aspiration of CBS

NORDIC NINE

Copenhagen Business School develops disciplinary skills and transformational capabilities. Together we pursue knowledge that builds values, and values that prepare for action.

Graduating from CBS means that

KNOWLEDGE

you have deep business knowledge placed in a broad context

you are analytical with data and curious about ambiguity

you recognise humanity's challenges and have the entrepreneurial knowledge to help resolve them

VALUES

you are competitive in business and compassionate in society

you understand ethical dilemmas and have the leadership values to overcome them

you are critical when thinking and constructive when collaborating

ACTION

you produce prosperity and protect the prosperity of next generations

you grow by relearning and by teaching others to do the same

you create value from global connections for local communities



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